

ORDER



Orders
Order / Rev: 707784
Alt Order #: 06286517
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 40
Flight Dates: 08/22/12 - 08/26/12
Original Date / Rev: 08/20/12 / 08/20/12
Order Type: Political

Primary AE: Aaron Ashe
Sales Office: T-WAS
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact: Stephanie Kincaid
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	60	\$54,375.00	\$46,218.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	60	\$54,375.00	\$46,218.75	0.00
Totals	60	\$54,375.00	\$46,218.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTSP	08/22/12	08/24/12	M-F 6-7a 6-7a 10 News	CM	6-7a	--WTF--	:30	3	\$360.00	P-3	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$360.00		0.00			
E 2	WTSP	08/22/12	08/24/12	CBS This Morning CBS This Morning	CM	7-9a (7:00 AM-8:00 AM)	--WTF--	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$360.00		0.00			
E 3	WTSP	08/22/12	08/24/12	M-F 8-9a The Early Show	CM	8-9a (8:00 AM-9:00 AM)	--WTF--	:30	3	\$360.00	P-2	0.00	NM	3	\$1,080.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$360.00		0.00			
E 4	WTSP	08/22/12	08/24/12	Price Is Right Price Is Right	CM	11a-12p	--WTF--	:30	3	\$975.00	P-3	0.00	NM	3	\$2,925.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$975.00		0.00			
E 5	WTSP	08/22/12	08/24/12	M-F 12-1230p 10 News @ Noon	CM	12-1230p	--WTF--	:30	6	\$875.00	P-3	0.00	NM	6	\$5,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					6	\$875.00		0.00			
E 6	WTSP	08/22/12	08/24/12	M-F 2-3p The Talk	CM	2-3p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/20/12	08/26/12	--WTF--					3	\$700.00		0.00			

Order / Rev: 707784
 Alt Order #: 06286517
 Flight Dates: 08/22/12 - 08/26/12

Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 40
WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	WTSP	08/22/12	08/24/12	M-F 3-4p Let's Make a Deal	CM	3-4p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3				\$700.00		0.00			
E 8	WTSP	08/22/12	08/24/12	M-F 4-5p Dr. Phil	CM	4-5p	--WTF--	:30	3	\$700.00	P-3	0.00	NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3				\$700.00		0.00			
E 9	WTSP	08/22/12	08/24/12	M-F 5-530p 5-530p 10 News	CM	5-530p	--WTF--	:30	6	\$600.00	P-3	0.00	NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		6				\$600.00		0.00			
E 10	WTSP	08/22/12	08/24/12	M-F 530-6p 10 News at 530p	CM	530-6p	--WTF--	:30	3	\$600.00	P-3	0.00	NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3				\$600.00		0.00			
E 11	WTSP	08/22/12	08/24/12	M-F 6-630p 6-630p 10 News	CM	6-630p	--WTF--	:30	6	\$675.00	P-3	0.00	NM	6	\$4,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		6				\$675.00		0.00			
E 12	WTSP	08/22/12	08/24/12	7-730p Inside Edition	CM	7-730p	--WTF--	:30	3	\$900.00	P-3	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3				\$900.00		0.00			
E 13	WTSP	08/22/12	08/23/12	10 News Special 10 News Special	CM	10 News Special	--WT---	:30	2	\$900.00	P-3	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WT---		2				\$900.00		0.00			
E 14	WTSP	08/22/12	08/24/12	LN (M-F) LN (M-F)	CM	M-F 11-1135p	--WTF--	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		2				\$1,800.00		0.00			
E 15	WTSP	08/22/12	08/24/12	Letterman Late Night with David Letterman	CM	1135p-1237a	--WTF--	:30	3	\$850.00	P-3	0.00	NM	3	\$2,550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	--WTF--		3				\$850.00		0.00			
E 16	WTSP	08/25/12	08/25/12	Sat 6-8a 10 News, 6am Saturday	CM	Sat 6-8a	-----S-	:30	1	\$120.00	P-3	0.00	NM	1	\$120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		1				\$120.00		0.00			
E 17	WTSP	08/25/12	08/25/12	Sat 8-10a CBS This Morning Saturday	CM	Sat 8-10a	-----S-	:30	1	\$240.00	P-3	0.00	NM	1	\$240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		1				\$240.00		0.00			
E 18	WTSP	08/25/12	08/25/12	LN (Sa) Late News (Sa)	CM	Sa 11-1135p	-----S-	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		1				\$1,200.00		0.00			
E 19	WTSP	08/26/12	08/26/12	CBS Sunday Morning CBS Sunday Morning	CM	Sun 9-1030a	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1				\$1,200.00		0.00			
E 20	WTSP	08/26/12	08/26/12	Face the Nation Face the Nation	CM	Sun 1030-1130a	-----S	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1				\$1,200.00		0.00			
E 21	WTSP	08/26/12	08/26/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1				\$10,000.00		0.00			

Order / Rev: 707784
Alt Order #: 06286517
Flight Dates: 08/22/12 - 08/26/12

Advertiser: Romney/ R / President
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 40

WTSP-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 21	WTSP	08/26/12	08/26/12	Sun Prime A 60 Minutes	CM	7-8p	-----S	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$10,000.00		0.00						
E 22	WTSP	08/26/12	08/26/12	LN (Su) Late News (Su)	CM	Su 11-1135p	-----S	:30	1	\$1,700.00	P-3	0.00	NM	1	\$1,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	-----S	1		\$1,700.00		0.00						
N 23	WTSP	08/24/12	08/24/12	730-8p Millionaire	CM	730-8p	----F--	:30	1	\$900.00	P-3	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		08/20/12	08/26/12	----F--	1		\$900.00		0.00						
													Totals	60	\$54,375.00